**Task 1**

**Setting the goals of the project**

1. Choose a company/a brand within your topic (if it is not given).
2. Think about the subject of your research.
3. Define the research problem (a sentence or a short paragraph).
4. Define the main objective of the research.
5. Define the partial objectives (they are based on the main objective).
6. Formulate 1-2 research questions (major research findings).
7. Try to develop 3 hypotheses (for hypotheses testing), you can adapt them later after secondary research.
8. Write everything in Google shared document
9. As soon as you are ready, add [lenka.cervova@tul.cz](mailto:lenka.cervova@tul.cz) as a user who can **edit** the document.
10. Deadline: 18.3.2024 8:00